

# QUARTERLY REPORT FIRST QUARTER – 2003

January 1, 2003 through March 31, 2003

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## 1. GROWTH

The population **growth** in the Las Vegas valley continues to be a concern for residents. Many are questioning how this will impact the **environment** in our community. The increase in **traffic** on local roads leads to higher level of **air pollution**. Our inability to find alternative sources of **transportation** will lead to greater levels of **congestion** on the roads. The increase in population has meant an increased demand for **housing** along with **water** supply. A positive aspect of a growing community is the potential for new **business** opportunities which will create new jobs. Many believe that the future of Southern Nevada hinges on the proposed nuclear waste facility at **Yucca Mountain**.

## 2. EDUCATION

As Southern Nevada faces challenges with thousands of new people moving here each month, building new schools and providing the **school funding** necessary to keep qualified **teachers** moving to our valley and **administrations** running at an acceptable level is a top concern for many parents. **School activities**, including sports and music, continue to be targets for cuts in funding. **Safety and school violence** is a significant issue with increases in teenage gangs and constant social pressures to conform.

## 3. CRIME and HOMELAND SECURITY

**Crime** continues to concern people with **alcohol, DUI's, drugs, and gangs** influences impact on crime being committed. People have **fears** of personal and family **safety**. Southern Nevadans express fears about **homeland security** and possible impending war. With our growth, questions arise whether **law enforcement** is equipped to meet the valley's rising crime statistics. People are also fearful of being taken advantage of financially, and seek methods of **consumer protection**.

## 4. LIFESTYLES

Living in a **24/7 town** creates many different **lifestyles**. While **gambling and casinos** play a big part in the community, **family and friends** are just as important to our community. Many share time with others and their free time by traveling to the many surrounding **getaways**. **Health and medical** concerns are at an all time high as is information on preventative measures. **Patriotism** remains strong with residents and many continue to build its strength.

## 5. ECONOMICS

The rising cost of **utility prices** is a major cause for concern for valley residents. Economic instability and the threat of war have everyone worried about **job security**. Although the **cost of living** in southern Nevada is still attractive for those moving here, a decline in **tourism** may affect the strength of local economy.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *January 20-26, 2003, February 17-23, 2003 and March 3-9, 2003.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) [www.kvbc.com](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT

THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY  
QUARTERLY REPORT  
1ST QUARTER, 2003**

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE FIRST QUARTER 2003**

**January 1, 2003 through March 31, 2003**

**1. PEER PRESSURE**

Children across Southern Nevada face constant **peer pressure** from fellow kids as well as adults. Kids suffer from the **stress** of choosing between something that is "cool" or something more prudent. A friend may encourage others to take **drugs**, drink **alcohol** or start **smoking**. Older children face the additional pressure to have **sex** which could lead to additional pressure of an unwanted **pregnancy**. As our country enters a period of great uncertainty, additional pressure will be placed on the lives of kids.

**2. SCHOOL**

**School** is an important part of children's lives. At the same time, kids are concerned about their **safety** while at school. Kids enjoy **positive aspects** of school, and they enjoy various **school activities**.

**3. VIOLENCE**

Children see and hear so much about violence that surrounds them. Most kids live with **fear** of **gangs**, **guns** and **hatred**. They deal with it in schools and local neighborhoods.

#### 4. **ACTIVITIES**

Children need **activities** to keep them busy and thriving. **Community Parks and Recreation organizations** along with **church activities** offer a variety of programs for our kids. Many children spend time with their **friends and family** doing **sport activities** and still find time to enjoy **computers** which in turn helps to do **homework**.

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.